

Preferencias de consumo en el comedor del CUALTOS de la Universidad de Guadalajara

Consumer preferences in the dining CUALTOS of the University of Guadalajara

*As preferências dos consumidores nos CUALTOS jantar da Universidade de
Guadalajara*

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Número 09. Enero - Junio 2016

Resumen

La presente investigación estudia los parámetros que se utilizan para medir las preferencias de los consumidores en el comedor del CUALTOS. Conocer estas así como también sus opiniones con respecto a los productos que ahí se ofrecen, puede ayudar a mejorar la calidad en el servicio y, en consecuencia, la satisfacción de los consumidores y la rentabilidad del comedor.

Palabras clave: preferencias de consumo, comedor universitario, mercado meta, participación de mercado.

Abstract

This research is focused on knowing the parameters to be able to determine the variety of the consumers' preferences, choosing to show the variables that determine the increase of the sales that is why this investigation pledges descriptive results for their later analysis, being able to know those aspects which will improve the quality of the given service.

As well as, through the own opinion of the consumer, it aims to show the personal likes, due to this variable is determinant to be able to define the basic problem of the study, which is focused on knowing the variety of the proposals that the consumers would be able to get based on their own needs. So it is, very necessary to know as well the details of the valuation of the offered products, for which this information describes in an analytic way the results, presented on graphs the status the analysis of the preferences.

Key words: consumer preferences, university cafeteria, target market, market share.

Resumo

Esta pesquisa estuda os parâmetros usados para medir as preferências dos consumidores nos CUALTOS refeições. Conhecendo estes, bem como as suas opiniões sobre os produtos oferecidos lá, você pode ajudar a melhorar a qualidade do serviço e, conseqüentemente, a satisfação do cliente e rentabilidade da sala de jantar.

Palavras-chave: as preferências dos consumidores, sala de jantar, mercado-alvo, a quota de mercado.